


Prime Minister Brian Mulroney aimed a kick at a balloon during his victory celebration. Voters Endorsed Free Trade With U.S., He Maintains












$\qquad$
 See CANADA, Page 6


## Bush-Tower Deal Is Seen for Pentagon



 Tower of Texas as defiense secro-
tary on condition that Mr Tower accepp a strong manager from
outside ene Patagoon his fis.
according to Bush transitioo
 Mr. Tower agreed to those
terms, hewe ides ssid, adding hhat
a search was oow mides search was oow wuder way to
find a deppuy defense secretary prove resistant to efforts to ent

 spending
The deal was worked oot on $\begin{gathered}\text { Speaking to reportes on Tues- } \\ \text { day. Mr Bush }\end{gathered}$ bushed saide reSaturday in a meeting between
M. Tower and Governor John


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Mr. Bush's aidess sid Mr.Tow-


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## Kiosk

New Clashes In Azerbaijan Moscow (Renters) jouroed ahrupty Tuessay



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U.S. Economy Keeps Rolling Along-Despite Jittery Markets



 NEWS ANALYSIS carlier in the year as good neww for the
markels, The Commeres Departurnt
 reached a record level and
dropped in Speptember.
It was the trade nu

## Labor Breaks Off Talks

 On Coalition in IsraelThe leisidaure of Larvin
 aeneral Frampois Mitterand will per-
sonally ty to persuade Spain
 Benapit Blatito mect her presi-
dent of Pakistan for talits that could lead to her forming a
Bavernmen. Buslnecs/Finance Oil mathect were in disamay
after the lravian oill minister dashed hopes of an early

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 Party formany broke off coalition
tulls wwith is inav Livere on Tu talks with is
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fruilles.


 isnec is almost cerrain to be led by See ISRAEL, Page of 8

## - A Soviet Psychiatrist Accuses

Article Describes Systematic Abuses to Silence Dissent

 See SOVET, Page 6

## With Royal Ceremony, an MI5 Charter



By Craig R Whitney



















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 The closer tring ot be CiA in

Pretoria Approves Pullout Botha Expects Signing of Pact On Namibia Soon By William Claiborne Joh Monmics puiscme The








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 - U.S. Backs Stand The Uniked Sates sid Tuesda shotavie for Cuban woop mith may for the sigining of a peace
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Chun Is to Repent On TV in Korea SEOUN-Sourh Koranas dis Brach former predident Cho

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 orntic change
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onte




IN MEMORIAM 100 years ago this day was born
Eric HAWKINS PARIS HERALD the and of the IHT. He joined the New York Herald in 1915 and
served as Managing Editor trom 1924 to 1960 . Let those who knew him have a kind
thought for a great man, a good man, thought for a great man, a good man,
good newsman and good friend.


## Mitterrand Pressures Spain to Buy TGV



 Mr. Kennedy's s.ssassination. Senator Kennedy did not discuss bis feedings, saying be thought it
was "extremely important to celebrate the fife of President Kemnedy ratter than the tragedy."

## U.S. Education Secretary to Focus



















##  <br> Heraldidečribun

Now Printed in New York For Same Doy Service in Key American Cities. $1-800-8822884$. (In New York, coll: 212-752 3890.)



WORLD BRIEFS
Miners and Riot Police Clash in Paris



 Israeli Air Strikes Kill 6 in Lebanon
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6 Scientologists Expelled by Spain
MARRD (Reaters) - A Spanist fudere oridered on Thusday




60 Hurt in Sudan Peace-Pact Protest KHARTOUM Soden (Remurrs) - Thosunds of Mosten miriancis






U.S. Aides Meet on Noriega Case







A Son of Trotsky Is Rebabilitated


 was exiled buroad in 1.129 .

Blizzard Cools Off Unrest in Kosovo:
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## TRAVEL UPDATE

Europeans Assailed Over Air Delays:

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## U.S.-Style Criticism









## A Boost for U.S. Trade Policy



Mulroney Victory Helps Efforts to Eliminate Tariffs
By Stuart Auerbach WASHINGTON M Prime Mentre. Brister Brian Muroney's wictory in he Canadian clections provides a major
boost for Reagn administration rrade pobites
increas
 Trise whe Canadd agrement was sean around the
 Canadian free Mrade agreementh wimich had be ben

 dot of he eshes of World War $I$. These incluc


 Laders of both Canadian opposion yiroups -
John Turner of be Liberal Party and Ed Broadbent of he New Demomanaic Pary -had vowed to tear up be
pact in they wen
Analysts said a Mulroney victory would assure

 will gather then to review progress on streigithening
 aegoiations Iiberalize trade arroud the workid majios

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Carl Hubbell, Baseball Star, Is Dead


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 dirly with the New Yot Gianks eration Front Eroup, Thursday of a who for the last six years directed
the Romanian service of Radio
samned the years from 1928 to
beart atract in Algies.


What put the Sir in SirWalter Scott?

4 has been commonly assumed tbat Sir Waler Scort was gren his knighhood for services


The Glealivet
12 years old single malt whisky.

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annitue would who made the the arty such a great success AIM
AT\&T France Agence Mirage mpnmeurs $1 \mathbf{C N}$ Villeroy B Boch Coca Cola France Coca Cola France
Dee Dee Bridgewate
Hotel Concorde LaFayette Pan American World Airways Intemational Herald Tribune American Express Travel Service Goodyear France (Tire \& Chemicals)

Hope to see you again in 1992!


The three-engine Falcon 50 and 900 . Executive jets as safe as airliners.

Of course you could stick with comparing opeating ranges, cruising speeds, usable cabin space and the soundproo would only again highlight the thent which are the strength and reputation of the Faicon the world over

But the comparison stops there for one very Bur reason. The Fakon 50 and 900 have three engines.
$\therefore$ Use of a third engine positions both of these air craft at the very strictest level of safety, that imposed
onairliners making overwater fights via the shortest routes. This provides the aircraft with additional power always at the ready for the systems which -To understand the esseritial
To understand the essential role, vital in the power factor, especially when flying over zones, just

Dassault Internationa
keep in mind the importance of tronics of a long-range aircraft Objectively speaking, the security offered by che ercial airiners, not of other corporate jets in their dass. This is of course why exereatives prefer the Falcon 50 and 900 .

## OPINION

Heraldweeribune．

| Apartheid Wins in Court |  |
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## Bush Keeps Playing Deaf




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## A Move Against Steroids

The announcerment of a plan for US．and

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Steroid osse has loong becan
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dowwward have been favilig in their rea ponsibility wo deter it Drog－usigg ath－
letes sel a dispiniting example to a socicty urying to fight drug abuse，copecially to
yourg peopice pho arc at grave risk of injury fiom the drugs The system is sy－ Aury．Dootball coach al Alabama． build muscle and stamina during training
Sports doctors have derided the drues as mecfictive and immediately hermfuus but
these warnings have backfired Stroids probably are harmiful in the long rune eppe－
cianly io the hnge doses taken by many athlecerses but that remains to beproved．And
thry do scem to hectp add muscle mass，at
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cise mandines or ppocial foods．
But dict and






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## Other Comment

Mulroney＇s Historic Victory The Big Bad ECls a Fiction
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of States，had boped to play on emoioanal



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 $-L$ Monde（Paris）
$\begin{aligned} & \text { Roy Derruma，head of the EC deleganion } \\ & \text { in Washington，in a reeent newsleter．}\end{aligned}$

INTERNATIONAL BERALD TRIBUNE
SATHARINE GRAHAM，WILIAM S．PALEEY．ARTHUR OCHS SULZBERGER LEEW．HUEBNER Puble









The Worries About Fortress Europe Are Justified



## Germans：Speaker Jenninger Spoke the Truth

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To Win，the Democratic Party Will Have to Change


By David S．Broder





 100， 75 AND 50 YEARS AGO

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## Many Take

 Our Peace For GrantedBy William Pfaff ERUN－＂Sevenny years ago armon revolution was gaithering




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## ${ }_{4}$ Erom Gulag to Manhattan: Strong Men, Still Talking

By Á. M. Rosenthal



|  Nov. 22 1963. the popularity of C.S. imaginative works of Christian literature, ref uses to wane. Indeed, the eppo- site is more oearly true. His books now sell around two million copies each year six cimes the nuankers sold during his lifelime. Lexis's mosi (amoras booksters." his sciencice fiction triogy and "Chroxicles of Narnian have gone In its mosi exrreme form Lewis's conunumg popularity verges on hajogra- phy- Nohmg ivals be account of the New Testament translator I B phill who blancly reported in 1907 hast a trosiy radiant" (abbeit deceassed) Lexwis had ken a few words which were particularty ofrough which I was passing" But what of the $C$. Lewis apons mug weat shirs and tole bagso or the ccilend dar that promises to bless whatever promises hangr in in with a quiet sense of peacem? |
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LETTERSTOTHE EDITOR





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JAMES R PHILIPS.
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| Letters invended for pubficotion should be addresed" "Levers to the Edilar" and contain the wrier's rignsarg name ard fill addresx Letters should be bricy ond ore stifject to the netim of winsolictiod manuscrixts |
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## C. S. Lewis, Gone but Hardly Forgotten

- By Michael Nelson - cloches and a Victorian lady complecely




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 surs are purrely spiritual: the pleasure of
puting oher peope in the wrong the
ppeasures of power, of hared


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## He Had the Power to Transform







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Eugere M Mcarty has witte: "Lewis
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Only Halfway to Democracy, Pakistan Awaits Key Decision


## Bhutto and Rival Talk to President




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 General Mirzra Aslam Aeg uhe man who succeeded

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## Minister Again Revises Story in Tokyo Scandal








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Bush Meets Mexico President-Elect;
He Also Vows to Act Fast on Deficit :




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Mr. Salinas is to be sworm in on




PARLIAMENT: MI5 to Have a Charter, Queen Elizabeth Annouñces








## Bringing Back Monk




## Shaffer Makes a Case For Rethinking a Hit


#### Abstract




Kestclman are also a very different
partrersinp from the original




## U.S. Film Studios Go After Markets Lost to Piracy

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 not as weird as it apperaded he wai
usually yon time, ofo example-










## Arafat Says He'll Get a Visa;

 U.S. Denies Any AgreementBy Alan Couell

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ulahah Rismawi is the silence. "There used io be a lovely noise here every school
day.". he reafled recenly on the deserted grounds of
hep

 Isracti military orderer in February, the ingsining wint an
 inian nationalists and Israt's Ammy.

U.S. Unveils Stealth Bomber

The B-2 Stealth bomber rolling out of a hangar at Air Foree drop nuclear bombs. But spectators and television cameras
Plant -42 on Tuesday at Palndale, Califomin, in its first were kept at a distance of 200 feet No views weres given of public showing. The event partially drew aside a veil of whe rear of the aircraft and litule could be seen of its


## In Closed West Bank Schools, the Sound of Silence Is Painful <br> By Cimam Fanal




















ISRAEL:
Talks Collapse
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Moshe Nisim,, ,ikad's minister';





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## INTERNATIDNAL BUSINESS MESSAGE CENTER



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| INTERNATIONAL BUSINESS miessage centira 4ppars eter FEDNESDAY |  |



## ITALY

$\mathcal{N e w}$ Economic Challenges


Public Sector: Deficit Cuts And Fiscal Inequities
Ciriaco de Mita the Italian Christian Democrat party's prime minister, and his Socialist treasury minister, Giuliano Amato, can congratulate themselves if, for once, they get Parliament to approve the annual finance bill on schedule by the end of the year. It is an important bill. designed to cut the budget deficit by 30 trillion lire ( $\$ 23$ billion).
With luck the govermment. will inet that also include Republicans,
avoid this past years experience Social Democrats and Liberals.
 March and the year started under pinching and scraping bo produce a
temporary financing stringencies.
chesescharing hodiecoode of
13 temporary financing stringencies. cheseseparing hodgepodge of 13 an-
Nevertheess, the deficit will still cillary bills wrapped round the represent 10.2 percent of gross do- main finance bill. mestic product, and ltaly will re- Among the more important mea-
main the most spendthrift of major sures, expenditures on scoial welmain he most spendibrit of major sures, expenditures on social wel-
Western industriaized nations.
fare and health services are being No bold reforming design lies be-- trimmed. Tinkering with direct and
hind the bill. It would in any case be indirect taxes will bring cerain mihind the bill. It would in any case be
dififitut to get approval for any
radical measures in a five-party cab- $\quad$ See Public Sector page 13

## Girding up for 1992:

Mergers and Acquisitions
While names like De Benedetti, Gardini. Pirelli and Generali make international news with their forays. the so-called merger mania has also spread to sec-ond-tier, domestic firms eager to achieve a strates integrated market of 1992.


ECONOMIC indicators show inflation and growth at acceptable levels, yet Italy, whose public debt recently topped 1,000 as 1992 approaches. With the unified European market presenting a greater challenge to the state than to private industry, Italy is looking to streamline its public sector, reduce the budget deficit and find solutions to the fiscal inequities that have provoked recent protests. The private sector is being restructured as well to make Italian industries more competitive in the global marketplace. The spirit of change has promoted a wave of widely publicized mergers and acquisitions, and has stimulated new ideas for exploiting Italy's best-known assets: its rich cultural heritage, its reputation for offering visitors la dolce vita. and its expertise in fashion design.


Private Sector Battles the Odds at Home and Abroad

## Italian business people are fond of saying that their

 1992 has already arrived. Indeed a newspaper and television advertising campaign by a new merchant bank proudly declares it. It is true that Italy's private sector has had plenty of practice in battling against the odds, albeit with an adversary slightly closer to home: Italy's horrifyingly inefficient state sector:"The state sector bas been the most the ltalian economy is one of the
important factur of all in underminimportant facwor of all in undermio- fastest growing in Europe with
ing the sucoess of the private sec-
tor," explains Carto Patucco, vice
3ostimates foreccasting that its
 president at Confindustria, the lial-
ian employers' foderation. "and for at
isten on least Industrage by 5.5 peutcent hat has
risen ian employers' foderation."and for risen on average by 5.5 percent over
two very different reasons: both be- 1988 , and is forecast to level off at
cause of the budget defici two very different reasons: both be- 1988, and is forecast to level off at
cause of the budget defici which around 3 percent. An investment
has driven up the rate of interest $\begin{array}{ll}\text { bas driven up the rate of interest, } & \begin{array}{l}\text { boom has left litaly with one of the } \\ \text { bad because of the terrible mess of } \\ \text { newest capital stocks in Europe. }\end{array}\end{array}$ and because of the terrible mess of
publica administration. How can lita- capital stocks in Europe.
Notes Mr. Patrucco: "Over the past
 Nevertheless. with the driving

See Private Sector page II


Airlines: Coming to Terms With the Treaty of Rome




The motives that have driven a
number of foreiga banks to abandon Italy are complex, and it is not clear whether the rrecdom to hranch
freely or to offer new products un-
der der a regime of homecountry con-
trol would offset their problems. Hrol would ofiset thecr problems.
Mr. Preda aliso chairman of the
board of directors of Cititus.
Corps trust mansement subsidiary corp's trust management suhsidiary
in Italy, believes shat the most in Italy, believes that the most
promising area for foreign operapromisug area ror foreign opera-
tors anteran banking" services fill be "pri-
vate vate banking" services for wealthy
clients. Mr. Franco of SanPalo clients. Mr Mranco of SanPaolo
thinks Italian institutions would do well to hone their skills in sophisti-
cated services for husiness cients. catch services for husiness cients, rency treasury management and in-
ternational funds transfers. The lifting of forcien The lifting of foreign exchange
controls has produced no signiticonirols has produced no signiti-
cant outflow of funds partly be-
cause high domestic interest rates cause high domestic interest rates
have served to attract forcign capihave served to atrract foreign capi-
tal: Italy has registered e net capital
inflow of ten tulion lire (about inflow of ten ruillion lire (about
$\$ 7.7$ hillion) since January 1, 1988, $\$ 7.7$ hillion ) since January 1,1988 , invest in foreign securities without
making a 15 percent deposit to a
non-interest bearing account with
the Bank of Italy. The lira should remain strong if the three-point differential between infletion rates in
Iraly and other European Mootary
System System countries doess not widen
and the balance of trade can bekept and the balance of trade can be kept
in line. Leashing in the public defi-
cit is another prio cit is another priority. To meet the challenges of the
unified market Italian bankers ununified market Italian bankers unregulation of the credit system to
bring it more into line with the laws bring it more in to line with the laws
in octher EC © ountries. What's neother is a gradual lizeralizzation
process, so that Italian banks, which process, so that Italian banks, which
are suhject to tighter reguiations are subject to tighter reguiations
than their $E C$ Counterparts, are not
unduly unduly penalized," says Mr. Franco
of SanPaolo. of SanPaolo.
Mr. Siglienti of the Banca Com-
merciale sounds a warning note: mercaie soumds a warning note:
"Home country control and mutual
recognition are no sibstive recognition are no subsitute for the regulations, Imagine the confusion if hanks from each of the 12 couniwres were operating in the other 11:
wed end up with a total of 132
different bilateral different bilateral accornds"
. Lisa Rosenthal

## , INTERNATIONAL CO-OPERATION. A STEP IN THE RIGHT DIRECTION

 Companies of the ENI Groupere constantly wor- international merket. ENI Group company acking towards this end in alt continents of the tivities encompass: ell aspects of the energy
world. Today, through the supply of goods and sector; the chemical industry engineering services, over one-third of the total revenue of end services; mechenical menufacturing, texthe Group is derived from sources outside traty. tile mechinary and metallurgy. In some of the Because of their advanced technology much of sectors, such as angineering and services end
these have been incorporated into the industrie- mechanical menufacturing. Group companies. lisation and developmant plans of of are more heavily involved in interna-


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Business Masters the Art Of Cultural Relations


attributes the venerable company's
new visibility to its cultural. pro Arams. has the image advantage of being
beadquartered in Forence Its perticipation in the arts is active and
ongoing, with the guiding strategy ongoing with the guiding strategy
that its textiles must relate to every.
activity it underakes. These range activity it underrakes. These range.
from a water ballet on the Armo from a water ballet on the Arno
(swimmers wore suits made of Lin-
capiù fibers) to a planned exhibit eapium fibers) to 2 a planned exhibit
next year at the Pitilace
neration woperation with another Florentine pa-
iron of the ans, Bijoux Cascio.
Fiat has an Fiat hes an extensive advertising
budget but it also budget but it also allocates an un-
disclosed amouo of money for its
considerable cultural underaking considerable cultural undertakings.
Nowhere is this more true than with Nowhere is this more true than with
its Venetian showcase the Palazzo
Grassi. Designed in 1740 by the Venecian architect Giorgio Massari,
the strueture was bught by Fiat in
1984. The company assem team of top-notchny assembled a the building to is former promi-
nence and has inaugurated high quality shows there. The most re-
ceot. "The Phoenicians "" eded is ceot, "The Phoenicians," eoded its
six-month run hhis month aod
broke records for six-month run this month aod
broke records for a musem exhibit
in Italy, attracting 750.000 visitor in Italy, atracting 750.000 visitors.
Even more experieoced at mon more experieoced at mouoting record-shattering exhibits
is Oliveti, which io 20 years has
presented more major shows at presented more major yhoars has at
world-class museums than aryy oth-
ercompany its size Italian or other-
wise. One of its best-known pro-
 York, Mexico City, Paris, Milan
and Berlin between 1979 and 1882
At the Metropolitan Museum in At the Metropon itan Museum in
Newh York it drew 800,000 visiors
in three months. the second-largest crowd ever for a sbow there
Paolo Viti, Oliveti's director of culliural relations explainect 'Three
tings are important when talking hings are important when talking
about our involventati in the arts. about our involvement in the arts.
First we don t sponsor showe. We
ceate them from scratch. Second. cirate whem from scratech second.
wre have been doing this a long time.
 meintituion by experts in the field
Thiritit in the delicate area of culturiti, in the delicate serea of cul-
ture alooe is not enough Relationonhips wioe is museums counht
a great deal. After all, we are worka great deal, After all we are work-
ing with museums. oot competing
with them" with them"
For his
For his company's long-standing
involvenent in the arts Olivetris prolvement in the arts Olivetti's
president Carlo de Benedetti last year received the Hendrian Prize
from the World Monument Fund The awe Word is given each year to an The award is siven each year to an
internatonal figure who furthers
the tradition of arts the tradition of arrse patronage. That
an Italian was the recipient is not n Itailian was the recipient is not
surprising: the descendants of the Mrpodising: the descendants of the
in Miliane and Tuin. Sienall and living in Milan Turin. Siecra and Romeme as
well as Florence.

## Private Sector Battles


#### Abstract

Continued from page 9 technology, and now it it take advantage of that" The boom is not restricted to investment gooss: consumer demand has also been maintained at high levels. And inflation is another re- cord for Itay to be proud of . Fom cord for Italy to be proud of. From a high of 23.1 percent in 1985 I Italy will eoter the 1990 s with a rate stawillzed at around 5 percent. But there is room for improvement People without a job oow acounnt for some 12 percent of the Italian worlforce. account for some 12 perceent of the Ithalian wornforce Unemployment has not tended to be a concern of has not tended to be a concern of the private sector, but industry has the private sector, but industry has beeeo more succesfulut than the government in alleviating the problem- Marco Sylvani.eonomist for Banca Commerciale Italiana in MiBanca Commerciale Italiana in Mi- lan, say: "In the Merzoiomo [Southem Italy] private raterithan [Southern Italy], private rather than public sector interest has been repubic sector interest has been re- sponsible for the ecooomicr rejuve. nation of places ivke Rari and LA- quila Fiat's plant in Avellino thas nation of placess ike Bani and LA- quila Fiat's plant in Avelino has had coniderable multiplier effects in that area. in that area". Mr. Patruct $\qquad$ two ypes of pro adds: "There are Those which have arcator in Italy. posed to the wimds of of international competitioo need have 00 fear those which haved been protected bear. laws such as the banking sector, are finding change nuch tougher., Dr  for corporate strategie planning and analysis ot ivetio says "Industri- al companies or even to takee part in then nations evolutionable process may rapidly find process may rapidly find themselves pushed aside by those that can. In pushed aside by those that can. In Italy the 1992 deadline should spur efforts unes. to renew aging infrastruc- The Italian government, whicb amount of time it tackes to respond to Comminuity initiatives, is prying to Commimity initiatives. is rrying to confound its critics. For instance. on Octoberr 1 1. there was ar isweepping deregulation of the foreige exderegulation of the foreign ex- change laws, which will all have to go by 1992, allowing, among other go by 1992, allowing, among other thing. Italian rexidents to boriow forcign caurrency from their banks Mr. Patrucco welcomes the general "The outhoritiases are now discussing a new andi-tusst law. What we are afraid of is that it will berald a new cra of re-regulation Banca ditalia bank - publishes figaryses fortur the total amount of forceign investment in Italy and these show a substantial in Italy and these show a substantial increase in the amount of money

\section*{coming into the country: 17 trillion lire in the first seven months of this} lire in the first seven monthbs of this year compared to 6 riilion for the year compared to 6 rillion 10 , whiole period from 1981 to 1987. The heyday of foreign investmen on Milao's stock exchange was in 1985-86. Then many overseas investors got their rifingers bumed on an archaic settilements system, and were not quick to come back. Piazza degli Affari bas seen significant foreign interest over the past few weeks but prices still appeap reasonable by international spandards. Antonio Profico, in charge of forcign clients for Carlo F. Pastorino, a Milanese stockbroker, says: "The market has stockbroker, says: "The market has re-rating". While many brokers feel that the insurance sector is expensive. Mr. insurance sector is expensive. Mr has almost peaked for this year, but is still quite attractive because of the bad shape of INPS. the state penbad shape of INPS, the state pen- sion scheme. and he planned introduction of private pensions." Re- tailing and building supplies are zailing and building supplies are other favored sectors. Telecoms. which is trading with an average of 10 times earmings and 2.5 times cash flow, also has good of the Iualian phone system in the offing. Much of his. however. he market has walready discounted, market has "already discounted," says Massimo Bandini. an analyst with the Milan brokers Studio with the Milan brokers Studio Brioschi. Mr. Bandini berates the Brioschi. Mr. Bandini berates the limited size of the market. The small number of stocks available on small number of stocks available on the exchange is a major problem." he exchange is a major problen. Indeed. insurer Generali alone ac- counts for over 13 percent of counts for over 13 percent of total market capitalization. For smaller Italian companies thirsty for an io- jection of liquid jectange of iquidity, the stock extic option. But there is cause for hope. The introduction of openlater date, pensioo funds - and at a add much-needed liquidity and nies to be listed. For those wbo would like to inCest in Italy, perhaps for reasons of who want an easy way to buy into the market, the brokers Aletti have recently launched what they call the Aletti 25. This is a basket of stocks Aletti 25 . This is a basket of tooks which have been chosen to track the markeL and the closest thing to in dexin- that Iatian dexing that Italian law curnently allows. The stocks account for 58 per- ceot of market capitalization, and bave ou 1984.

Guy Fitzmortis


## Selenia: an Italian reality in the electronic world



Litan

## Research and Technology：

 Budget Priority for IndustryResearch and technology have made a sudden and forceful entry into the Italian public and private sector spending program over the last few years． While government spending on research at 1.45
percent of GNP is still below the European average percent of GNP is still below the European average
of 1.8 percent，almost the same amount is paid toward research and development by public and private sector industries． One element fundameintal to Italian
rescearch policy，particalarly in areas
like aerospace and military technol－ rescarch poicy，particularly in areas
like aerospace and military technol－
ogy，is international collibboration． ＂It＇s a priority when it comes to
space programs． space programs，＂explains Mario
Bova，director of international pro－ granss in the Minintry of Scientific
Research It italy＇s investments in Research＂Italy＇s investments in
space project，both tialian and in－
temational sparnational，rose by 430 percent be－
tween 1981 and 1987 and Italy is now the third partner in the Euro－ pean Space Agency ater France
and Germany ${ }^{\text {an }}$ ．Bova adds．
Principal among It paniscipal in space projects is is the Selenia pants in space projects is the Selenia
Elsag Group，whose vine compa－
nies work on aeropal tems，radar and air traffic control． telecommunication systerns，ser－
vices and industrial automation， equipment In 1987 Selenia spent some 250 billion lire（ $\$ 193$ millition） on research and development
（about 17 percent of the group＇s
annual turnover），with 2,300 of the annual turnover），with 2,300 of the
group＇s 13.000 employes working
in these areas．＂It＇s obviously an imporlant part of our acvivisyly an plains．Raffacele Euposio．genexal
manager of Selenia and dirrector of

## research for the entire Selenia group．He adds：＂After all，we are nstional leaders in most of our products．＂He point to Selenia products used world  the automatic mail sorting systern and automated film reading sys－ tems used in 25 conntries tems used in 25 countries，or dir traffic control systems－radar is a Selenia specialty - used in 38 coun Selenia specialty－used in 38 coun－ tries．the latest cootractors being Australia and Turkey Selenia tense equipment has．Seenen sold te－ distant markets in India，Thailand and Korea． Main contracts to date for sal Main contracts to date for Se－ lenia Spario．the only Italian com－ pany to be totally lenia Spazio．the only Italian com－ pany to be totaly dedicate to space projects and development in space projects and development，in－ clude particisation in the Olympus satellite（Europets in sater partitcipation in the Olympus sumications satellite）trest telecom－ built with British Aerospace Selenia＇s spario contributes the compaiy＇s tradi－ conorbutes the company＇s suadi－ toool expertise in this field，supply－ ing ing the overall payload system and two TV communications channels． Italsat is an all－Itaions channels． telecomi－ munications satellite munications satellite，the first satel－ lite to cary an on－board base band switching facility ite to carry an on－board base band switching faciity wich turns it into a complece telephone exchange a complete telephone exchanges The Data Relay Satellite（DRS）



Italy＇s Agusta group has long been is the telecommunicaions element
of turepean inorbit ifrastuuc－
that provides cootinuous real－ ture that provides cootinuous real－
time links between the European orbiting elememets and the recleveant
ground network．Selenia leads an ground network．Selenia leads an
international team as the prime con－ tractor for the preparatory phase of
DRS． DRS． $\begin{aligned} & \text { Italys increased financing of } \\ & \text { aerospace researcb is new，but Ital－}\end{aligned}$ aerospace researcb is new，but Ital－
ian experise in this area is well
established tealian participation in established．Italian participation in
multinational space programs usu－ ally pertains to structure，propul－
sion mechanisms and telecommuni－ sion mechanisms and telecommuni－
cations．Whereas Selenia sees to the telecommunications and radar sys－．
temas it it Areritais，tralys main．：
aircrat buid aircraft building concern，and Snia
BPD of the Fiat group that tpoduce
the bodywork mechanics and pro－ the bodywork med
pulsion engines．

 parts have been equally active in
Itraly．Nestle SA＇s Li． 34 rrilioo pur－
chase of pasta maker Buitoin $S$ SpA chase of pasta maker Buitoni phat
from Mr．de Bendeteti anticipated from Mr．de Benodetti anticipatod
the recent flury of high－priced ach the recent flurry of high－priced ac－
quisitions in the food sector，al－ quisitions in the food sector．al－
thoug Parmalat Itall＇s largest
milk producer，rejected what was milk producer，rejected what was
numored to be a befty offer byy
Kraft．The consumer－goods，phar－ Kraft The consumer－joods，phar－
maccuticals，and insurance sectors have also beeco commanding the This is the moment to sell
comments commens Giovanni Tamburi of in－
vestment bank Euromobiliare SpA vestment bank Euromobiliare SpA．
These kinds of prices won＇t last
forever，＂he adds．

Tender afters ． buyouts are offers and leveranged relatively uncom－ mon in Italy because the vast major－
ity of companies remain in private
hands or else are controllod by hands or else are controllod by
shareholding syndicates Further－ more，the almost total absence of
corporate corporate boods and an incerent
surppicion of debt financing make suspicion of debt financing make
management buyous exremely
rare of the two MBO＇s realized in 1988．one related to BO disineviestment in
by a fortign multiontional while by a foreign multinational，while
the other was carried out with the participation of a state－owned con－：
cemitalian managers don＇t believe ＂Italian managers don＇t believe
they can buy o company without
having the cash in their pockets．＂
alive and well today in the form of
modern aircraft and helicopter in－ modern aircraft and helicopter in－－
dustries．The Agusta Group；Italy＇s
main main helicopter group，has long
been a leader in international con－ been a leader in international con－
tracts．The Al29 Agusta helicopter
has become the model for the multi－ has become the model for the multi－
purpose combat helicopter，the
Tonal made by A Austa with west－ Tonal．made by Agusta with West－
land（United Kingdom）．Fokser
（Nerland） land（United Kingdom）．Fokker
（Netheriands）and Casa（Spain）． Another Agusta group plane，the
S－211 jet rraining righter made by
Siai Marcheri，the group＇s aircratt Siai Marchent，the group＇s aircraft
division，is a main contender for the
Europeon N European NATO Joint Pilot Train－
ing program The EHIOI is B joint ing program The EHIIOI is B joint
Agusta Westand militrary helionp－
ter of which thrte ter of which three provotypes are
beiog teteted；222 are desined for
be beiog tested； 222 are destined for
the British and Italian military mar－
ket，while the Canadian and possi－ ket．while the Canadian and possi－
bly American milinary are expected
to place orders as well． to place orders as well．
The EH101 has a Selen
Lion system consissing of two calcur－
lators and two senso lators and two sensor ino iterficu－
units．Selenia also dedicates 15 per－ units．Selenia also dedicates 15 per－
cent of the group budget to．innovative research re－
garding elecro－ptics infrared and
laser percention sof laser perception，software engineer－
ing and artificial intelligence
Fiat has also been Fiat has also been actively in－
volved in research and develop－ volved in research and develop－
ment with ist most spectacular in－
novation being the new TTpo novation being the new Thipo car，
the first to be almons etirely made by robots．Robotics have become a
Fiat specialty and sactor of the group COMAU now produces almost half the robots factories．The Fiat Tipo is produced totaly computer－integrated manu－ facturing（C1M）plant anywhere．
Here 403 robots and 24 lasess are
watched by 49 TV installations and ware ched by 49 TV installations are
5 aund
aromatic cootro mochizations． ＂Roboization is steadily chang－
ing the face of industry＂says vin．
cenzo Iorio，who is in charge of
research programs at ENL．＂Mucb research programs at ENL＂Mucb
of today＇s research can seem hum－ drum．＂Mr．Iorio says．＂but the
truth is that new systems and meth－ ods are essential to nemp products or new demand．Mechanical and elec－
rical production methods are being trical production methods are being
takeo over by elcetromagnetic and computerized methogns which
means B new kind of expertise． means B new kind of expertise．＂
ENI＇s research is part chemical． ENI＇s research is part chemical， pat energy－orienved with projecrs
at present including the prepara－
tion，pipeline transportation and tion，pipeline transportation and
clean combustion of coal，the robot－ clean combustion of coal，the robot
ized monitoring of off－shore oil wells，a computerized method of makeup of potential oil fields，and MTBE the high octane additive for unleaded fuel．
Scientific rese
Scientific research is also begin－
ning to blossom with oew ministeri－ niag to blossom with oew ministeri－
al encouragement．Early this year a
government－sponsored Italian government－sponsored Italian
group of 120 scientists from univer－ sities and the National Council for
Research went Research went to the South Pole to
study the diminishing ozone layer． study the diminishing ozone layer．
Nucclear physis research is another Nuclear physics research is another
peccliarly Italian area of expertise：
Antonio Zichichi and Carlo Rubbia Antonio Zichichi and Carlo Rubbia
are both illustious Italian scientists are both illust．
Mr．Zichichi has opened up a
huge nuclear physics laboratory in a
sinular singe naar underground setting：a singular underground setting：a
tunnel under the Abruzi mon－
tains．Here，where the mountains tains．Here，where the mountains
have extremely low radioactive con－
tent，nuclear scientists study the have extremely low radioactive con－
teat，nuulear scientists study he
earth． makeup to better under－ stand the e＂cip bang＂theory．This
cavernous lab will soon be hosting further experiments of＂passive
physics．＂or observation，with a view＇to studying，among other
things the seismic activity of Italy＇s
turbulent underground．

## Mergers and Acquisitions

| Continued from page 9 |  |
| :---: | :---: |
| detti＇s French auto－parts affiliate |  |
| Valeo SA for car－seat manufacturer | Generali to take a key manageme |
| eda Berrrand Faure SA． | 佼保 in |
| com | ＂Until recently Italian compa |
|  | dize how important it was |
| percent shareholding in France＇s |  |
|  | are making $\mu$ for lost time．，com－ |
| ar | ments |
|  | $\begin{aligned} & \text { tant wi } \\ & \text { Milan. } \end{aligned}$ |
| ears poised for further <br> s around Europe． | While Italian firms heve been |
| lysts think it is only B matte |  |


decided that they wanted to keep the
company in the family．The solution company in the family．The solption
was for one of them to buy out his was for one of them to buy out his
relatives with a loan packae put
together by Cuticorp that included an together by Crticorp that included an
equity stake for the American bank． Many analysts blieve that merg－
ers and acquisions represent the ers and acquisions represent the
quickest and most practical way for hundreds of Italian companies to tial cash reserves，strong industarial
base and a new breed of forward－ base and a dew breed of forward－
lormed managers they are well－
arrike at foreign targets
 $\begin{aligned} & \text { fashionable to go abrood＂} \\ & \text { Michael T，Kinnicott }\end{aligned}$


AERITALIA： ITALIAN LEADER IN AIRSPACE INDUSTRY

 groups．






 The Overhaul Moollication Maintenancca and General Aviation Grou has his factoriss in Naples，Verine

 In the Combat Aircratit Group，based in Torin＇s Corso Marche，Aeritilia if responsible for the design，




The RPV and Systems Group，basedin Torino Casolle，Noeviano（Milian），and Montalcone is responsible




## Generali Group a leader of world insurance



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Insurance since 1831

Sample of the Fashion World's New Global Design
What do Jean-Paul Gaultier, Martine Sitbon, Azzedine Alaia, Christian Lacroix, John Galiano, Katharine Hamnett, Sybilla and other ascending fashion luminaries have in common? All are young. all push
the limits of fashion design and all have some or all of their production based in Italy.

"Fashion is becoming les and less regional"


Italian manufacturers try to satisfy demands of foreign talent while
also promoving thin compatriots.
Genny Moda SpA produces its own Genny Moda SpA produces its own
Genny and Byblos labels and ChrisGenny and Byblos labels and Chris-
tian Lacroix collections. Gibo pro
duces its dan Lacroix collections. Gibo pro-
ducas its own Zucolid line es well as
Jean-Paul Gautier and Jean-Paul Gaultier and Sybilla
whive Marchi V Valori produces the
Gaultier Junie while Marchi e Valori produces the
Gautitier Junior line. Gruppo Alma
SpA produces Thiery Mugler, Lo lita Lempicka, Martine Sitbon, and
Junko Koshima; Ball-Collico proJunko Koshima; Ball-Collu
duces Katharine Hamnett.
Italian Italian exports in the sector are
still growing. though not as quickly
as a few years ago and

 14.5 percuicent in from 6962.3 billion lire
in 1987 to 792.7 bilion in 1988 . Major export markets for combined
IAMA members are Germany at
ans percent the United States 26.S percenbers the United States
13.3 percent. France 12.7 percent
Switzerland 7.5 percent. Switzerland 7.5 percent, the United
Kingoro 6.3 percent and Japan
4.9 percent. Sanja Lencek, head of Umbert Ginocchenti's marketing
office says: "Th USA still our
prime target market even though prime target market, even though three years America has always
been difficul." Spain is not yet on IAMA's ex-
ports ilis buit tralian fachion houses
see Spain as new frontier, ripe
for develo the see Spain as the new frontier, ripe
for development and perfecly
adapted to "Made in letaly prod
ucts. Each country creates its own
medium-level consumer product industry, but higher priced goods are
international and ltaly will have its best opportunities in Spain with this
sector. sector, $\begin{aligned} & \text { Gianfranco Ferre's marketing di- } \\ & \text { rector, Gianfranco Barbetii, says: }\end{aligned}$ Were interested Barbetio Spain. says
Whe
Weanisb have a Mediterranean life Spanish have a Mediterranean life-
style similar to ours and they love
nighlife even more nighlife even more. They like to ea
out later, go to clubs, dress up and have status symbooss," dress up and
The Salvatore Ferragamo compa The Salvatore Ferragamo compa-
ny, maker of clothing, shoes, and


Italian fashion moves into new
markets; above, an Armani suit accessories, is watching Spain "with
a lot of attention. Ferragamo has
recently opened a boutique in recencly opened a boutique in Ba-
celona and is establishing distribu tion in Madrid. A few companies,
like Emenegildo Zegga, already Spain. Giorgio Armani is expand-
ing hhere. with boutiques in Madrid and Barcelona and four Emporio
Armani stores being established in Amajor Spanish cities.
IA
since entering. the ECM Says thain has
been loosening up its controls on
imports. The Spanish are becom bimports. "The Spanish controls on
ine becom-
igg less obstructionoist he says,
There used to be high duty charges on groods, nightmarish red tape and
quotas. But it's getuing easier to quotas. But it's getting easiep to $g$
products on the market now." products on the market now."
Clearly, the fashion industry building up for 1992 . Accorrding to Mr. Cosmas "Fashion is becoming
less and less regional Probably, be cause of televevisional, films and maga
ines, the limited marke ing ines, the limited market is gone. It now the universal market with a
the acommpanying possibilities and he acconpanying possibinties and
Janette Martin

Public Sector Deficit Cuts


Carlo Azeglio Ciampi, Governor
of the Bank of Itahy.
services. After years of an allegro
(happy go lucky) attitude among polititians tuowards attitude among
bankers and indury money. bankers and industrialists say govgreater sense of responsibility. The Bank of Itrely yons amionity.
who have been preaching finace who have been preaching financial
discipitie. Mr. Campi has in his
speeches bammered on the theme that public spending, or ratherem over-
spending, is the central question for spending, is the central question fo
the econo
ony. 1 was he who pointed out that Italy accounts for 19 per-
cent of tee ECs product but 29 percent of its pubuic debt. Pressure
on the poiticians bas also come
from industry and the from industry and the labor unions.
Sergio Pinfarina, president of ConSergio Prinarina, president of Con-
vate Indiaste Coniederation of Prile of all the political parties sepparately them bef
began.

Mr. Pinfarina says: "It would be serious if the budget manewver were
mutiated in Pariament. while it is to be hoped that it can be inproved." Priorities after "passage of
the bill would be, he says, "Reforms the bill would be, he says, "Reforms
of public cransportation, bealth and pension services."
Last April Confindustria organized a convention on public fi-
nances in Naples, attended by top nances in Napilis, Among suggestions advanced. Gianni Agnelli, chair-
anan of Fiat the country's bigest man of Fiat the countrys bigerst
private corporation, recommended privale corporaion, service to compete with the scarcely
functioning public monopoly. In
general, however, industrialists are general, however, industrialists are not campaigning for privatizaion,
although the public sector is estimated to account for one third of
economic activity. Rather, the ineconomic activity. Rawrialists demand from government more efficiency.
Pressure from the unions focuses on taxation. The three confedera-
tions - the Communist-led CGIL tions - the Communist-led
the Cathocic CISL and the Socilist-
led UIL mobilized over 200 led UIL - mobilized over 200
thousand supporters for a rally in
Rome on November 12 to call for a Rome on November 12 to call for a
fair
er issuation, the policey Divided have no difficultyer issues, the three have no difficulty
in remaining united on his for sala-
ry ry and wage earners pay in come tax employed many employers get away weith a
high level of evasion Many politicians expressed sympathy with the union s coomplainc, such as Ance
nio Carigla, sectary of the Social
Democrat party in the coalition-
who commented: iThe Rome demwho commented: The Rome dem-
onstrators are quite right. The fiscal
injustice in our country is scandal-
ous.

## The scenario.

From 1992 the open European market means that products and services will no longer be constricted by
national boindaries. Competition will become more ag. gressive. Products and markets mature even more rapidly. These dements, the elements that will characterise the nineties are easily recognised, even if it is difficult to identify the way that they will come together. What is certain, however, is that once again change will accelerate and once again companies will have to face up to new situ--
ations. They will have to guide and mould change to suit their own operating needs and capitalise on change as an occasion for growth and development, if they don'i wanl to be swepl away.
Olivetti, Europe's leading manufacturer of information technology and office automation products and sys-
tems has already started lo answer the problems caysed
. tems has already started 10 answer the problems caused by these changes.

The solutions.
The history of technological innovation io the computer industry has been the history of a handful of companies. One of them is Olivetii in the fifties. Olivetti was involved in the first European mainframe project; in the sixties, it launched the
wordd's first desk top programmable world's first desk top programmable com-
puter, the P 101 ; and in the seventies. il in-
troduced the first electronic typing systems.
It is not, however, merely a question
of technological prowess, it also involves a deep understanding of the market and the dien's needs. of-the-art tectnology and practical, cost-efiective solof the-art technology and praccica, cost-efiective sol-
utions has led to major enhancement of Olivetri's total product range. An exceptional achlevemenl unequavled broduct range. An excep During chis period Olivetti has announced three major developments in informatioo technology;

- the luunch of ET/ETV series, the irss mange ofs - the launch of ET/ETV series, the firsl range of secrearing to individual needs - "Personal secretaries for secretaries":
-the introduction of a new PC family buill around "choice of freedom" which respects the rights of customers and does not lock them into pre-deternined paths;
- the announcement of Open System Architecture, a new
system that overcomes the problems of incompatibility system that overcomes the problems of incompatibility
between standards. offering genuine integration of computer equipmenl from different manufacturers. It allows users to upgrade and protect their investment This safeguard of continuity is symbolised by "The Bridge" linking past, present and future.


## The structure.

Olivetti is a major force in information technology and it has its roots in Europe. is factories which are equsses, produce high quality products such as personal
computers. The Scarmagno plant alone, has a capacity of 750,000 machines a year. This makes Olivetti the major producer in
Europe of personal computers. In the last ive years, the company has tavested around one houst sand million dollars in research and development Over , ,000 employeess are involved in this areaz which 15 sequal 10 countries in Europe and North America in addition, Olivetti has developed a oetwork of technological and commercial alliances through both jotnc capital ventures and participatioo.
Olivett is presenn in more than 30 countries with its own subsidiarries. It ensures a presence in other countries by working with local agents. Around he world there are more than 9.000 ecchnicians who guarantee the servicin of Olivetti products. This technical assistance has been extended to cover not cera otrmeser
only Olivetti products but also those of othermanufacturers. The challenge.
Today, Olivettioffers a new opportunity for growth and developmenl for
everybody: customers, investors and em. ployes.
For their customers, Olivetui has designed products hat recognise their need for autonomous and effective For investors Olivettit
For investors, Olivetri has made important strategic ty , taking into account the needs of the market. For employees, Olivetio offers a company philosophy hat commits vast resources to the creation of a new proowlarioniniswn witin a common culure. $\xrightarrow{\text { In fact, the Olivetti philos- }}$ of-the-art technology and 10 develop il into practical solutions thal the market can use. A simple philosophy but one that works. ridge from the present to the future.

## Travel: Stepping Out in The Heel of Italy's Boot

"La gente di Bari o vende o muore" (the people of Bari sell or die) is a local saying that aptly describes this bustling. capital city of the southern Italian region of Apulia (Puglia in Italian), the "heel" of the boot shape formed by the Italian peninsula.
Each September, thecity's Fier del
Levante dispplys Bari's wares in ine second largest trade fair in ELirope.
This past
September, hibitors a serpectember, wove mili.000 exaxlans and thousesds of forcigners to itants, a good indication that Bari is
booth selling and both seling and hriving
Despite he fact that Dospite the fact that Bari ranks

Business is conducted to relaxed, formal rhythms

Itely's largedy undeveloped Memo-
giomo, or South business is suill giono, ced here to the region's ree
conducted

 common Titles such as Ingeszere
(enginect), Architerio (archivect), (enginecr), Architeto (architicect).
Avocato (atomey), and Dotore (used for medicaneld. doctors and any-
one one with any college degree) are
bescowed in conversation with great
 all ranssactions, and one of ine most
pleasirable aspecis of conducing pleasurable appects of conducting
commercial affairs in $A$ Apulia is the custom of the lenghy business recional specialites as the sar-


 the robust local wines - many of
which are

 an old-fashionen od oasis in the gridlike streets of the new part of town.
The Fira del Levant is just 0 one event that fills Bari's fairerounds
 1989 are shows of office equipment
(February 16-20); contemporary ant (March 16-20); Itrily's art academies Marcb $16-20$ ) period postcards,
(March 18-19); stamps and and
coins (Aarch 1-9) bitadal wear (Aapria and
September); footwear (May and


Bari, lively port for towism and trade in Apulia.
Appia, one of whose old commemo-
rative columns still slands overiookrative coiumns still slands overiook-
ing the porn The port was used by
ite Romans. Crusaders, and now the Romans, Crusaders and now the numerous hydrofoils that leave
Italy for Greece. The business travItaly Tor Greece. Thre business trak
eler is likely to be d dawn here for its eler in ikely wo drawn terefor is
shipping industry, is extensive agri--
cultura cultural production or its Montoca:ouiskirst of town. In town. accome-
modations are offered at the Hocel modations are offered at the Hotel tel. O831-222941). Though the ciry
itself is obviously dedicated to com itself is obviously dedicated to com-
merce. in the nearby countryside are merce in the nearby countryside are
the delightful beehive-like struo-
tures cill tures called torllit A whole city of
them is at Alberobello. where one them is at Albetobello. where one
ruullo contains a restaurant called
Trullod doro (Via Cavallotit Trullo doraio Via Cavallotti cal: ted.
080 721820 , serving local l mb spe-080-721820), serving local lsmb spe-
cialties. Sourh of Brindisi is Lecces known
as "the Florence of the Baroque" as "the Florence of the Baroque"
because of the florid churches and because or the florid churches and
palarve out of the local golden slone, which make Leoce the
most beautiful town in Apulia lis most beautiful town in Apulia lits
crafts tradition still flourishes, the crafts tradition still fourishes, the and painted terra-cotas figurines
sold throughout the year, sold throughout the year, especially
during Christmas. Lecce offers accommodations in the form of 2 be old-fashioned, centrally located Ho-
tel Risorgimento (Via Imperatore Augusto 19 tel tel o832-42125) and
the modem President (Via Selandra

6: tel. 0833-51881) on the outskitrs.
Both hotels have excellent restaurants
On the instep of the boot of Ittaly
lies Taranto. a modern industrial. Lized Taranto. a modera industrial sider. Ityand heacquarters of latal-
tion. Taranto steel boppora-
best two hotels. ion. Taranto's best two hotels.
Grand Hotel Defino (Viale Virgilio 66. tel. 099-32005) and Plaza, (Via
d'Aquino 46; tel. 099-91925). are d'Aquino 46. tel. 099-91925), are
both centrally located. Like Bari. both centrally located. Like Bari.
Taranto has a cumbling Cita3 Vec chia or old city worih a ramble for
those with free time, though as with those with free time though as with
Bari a daytime visit is advisable In addition to its industry, Taranato's
importance lies in the facc that it importance liees in the fact that it
was the ancient Greek colony was the ancient Greek colony of
Tara and it proudly displays its
Greek past at the Museo Ancheolo Greek past at the Museo Archeolo-
gico. Italy's most important musegico. Italy's most important muse-
um or its ancient Greek artifacts.
Other Other local bounty may be sampled
at the citv's best restayrant at the cirv's best restaurant Al
Gambero (Vico del Ponte: tel. 099 411190). For more information on busi-
ness iravel in Apulia, contact the regionav tourist office ( (corsact italia
15 ; tel. $080-213134$ and 155, tel. 080-2113134ce and the provin-
cial orfices in Bari (Piaza Moro cial offices in Bari (Piazaz Moro
$33 / \mathrm{A}$ : tel. $080-22885$ ). Fogria (Via 33/A: tel. 000-228855), Foggia (Via
Sen. EPerrone 17; tel 0881-23650).
Brindisi Via C Colombo 88. tet. Brindisi (Via C. Colombo 88: tel.
$0831-222126$ ). Lecce (Via Monte OS31-222126). Lecce (Via Monte
San Michele: Tel. 0831-5411 ), and Taranto (Corso Umberto 121; tel.
099-24457). Dwight V. Gast

## Trade Fairs Encourage Internationalization

Fiera Milano, Milan's trade fair organization, is approaching its eighth decade with confidence and has set its sights high. Secretary General Gino Colombo has declared that by the year 2000. Fiera Milano will be "the best equipped fair in the world." Next year Milan hosts its 67th
"Great April Fair" in conjunction which the Fairin sees as being its most impressive project to date. This year, the fair attracted over 1.3 mil-
lion visitors, of which an eighth were from overseas. The partici-
pants saw nearly 2500 exhibitors from 74 different nations.
One of the major atractions for the 1989 April Fair will be a $2.500-$
square-meter (around 28,000 square sqeet) exchibititon sponsored by the
Soviet Union, returning a compliSoviet Union, returning a complli-
ment paid by tray in Moscow last
year at the "t talia $2000^{\text {a }}$ exhibition
 Exhibitors from Latin America, Af-
rica, the Far East and the United
States will also be presene rica, the Far East and the United
States will also be present The EC
intends to use the occasion as a intends to ass the occasion as a
vehicle to publicize its vision of the vehicle to prubicize ist vision of the
single European market in 1992 . Of
course, the fair itself is not missing course the fair itself is not missing
the chance to play on the importhe chance to play on the impor-
tance of interationaikism as the
ing deadline approaches, enjoin1992 deadine approaches enjoin-
ing businesses apo use the event to
help themselves develop their Eurohelp themselves
pean strategies.
To help participipants do business,
the fair has instituted a Trade Salon". This provides com-
puting and interpreting facilities puing and interpreting facilities
and a news service: it also houses
delequiter deleganons from
Milan Fair Overseas Exhibitions (MOE) was set upy in 1993 to foster he fair's international develop-
ment Over its five-year existence it has nown the flag as far affiecd as as
Panama and New Delhi. As well as its representation at trade fairs worldwide, the company has set up more permanent presence by Plant Germany. France, and India. Plans are afoot to extend that net-
work to Switzerland. Spain and Enwork to Swizzeriand. Spain and EnIn addition to the "Great April In addiuion to the Great Aprie
90 different Milano orgenaizes some
gpialized exhibitions durifferent specialized exthibitions
dear. during the year, with industries rep-
resented ranging from fashion to resented ranging
Ente Auponts. Ente Autonomo per le fiere di Bologna Maly's other major trade
fair organization, has played host to
some 15,000 exhbitiors in 1988
 been visite by nearly a milinon
trade professionals, of whom over
12 12 percent were from abroad. Bolo-
gaa counts among its most imporgoa counts among its most impor--
tanc exhibitions those for rashion.
such as SMAC and CosMOPROF Construction (SAIES. chil-
dren's books and technology. Fair dren's books and technology. Fair
President Dante Stefani says:
reuropean integration and the interna-
tionalization of production processes are increasing production process-
exhibitions in the exhibitions in the international
marketing of goods, marketing of goods."
Bologna's plans for Bologna's plans for development
also stress internationalism. The
Fiera has taken Fiera has taken building trade fairs
to China and Russia, and book fairs to China and Russia, and book fairs
to Grecoe and Germany. One of is
domestic inititive domestic nitiatives in she Bologna-
Modena-Ferrara fair Modena-Ferrara fair complex,
which will coordinate events between the three centurers. botht bom-
plementary and independent from plementary and independent from
the ones held in Bologna. This fair "pole" winl have a combined exhibi-
tion area of over 200,000 square $\begin{array}{cl}\text { meters. } & \text { Guy Fitemorris } \\ \text { a }\end{array}$

## John Earle is a freelance journalist living in Trieste who contributes

 regularly to the London TimesClaudia Fisisi is a freelance writer based in Milan and Monte Cario
Dwight Vis Gast remectanly wrote arterbout Apulia Milar he Penguin Guide to 1 taly. Geoffrey Lipman is execeutive director of base International Foundation of Airline Passengers Association, Generv.
Janette Martin is a freclance joumalist bas Janette Martin is a freelance journalist based in Milan. London, Janet Stobart is a freciance journalist based in Rome.


The building matenials of tomorrow must do more than meet traditional construction eeds. They must better insulate, soundproof,菛nd up against the weather and they

IASF will continue to be an important ice of such materials. For today, we are g the world's largest suppliers of mariviss for construction needs. Offering everything from plastics, foams
and dispersions to coatings and paints. To cite one example, we developed the "foam sandwich" to provide highly efficient insulation. It is equally effective against the cold of Antarctica as against the heat of Australia. These full heat protection systems are a highly effective means of saving on heating costs and reducing pollution.

Another development in insulation technology is sound insulation with open-cell foam. A new elastic material provides an
unrivalled combination of fire resistance with sound and heat insulation.
Aqueous polymer dispersions are replacing solvent-based systems in building paints and coatings for roof tiles. Their use in reinforced and pre-stressed concrete helps keep pridges safe and sound. These polymer dispersions also play a useful part in preserving historic buildings.

These are but a few examples of how our innovations, developed through close co-
operation with the international constructionindustry, are helping the industry build for today and tomorrow.

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The Spirit of Innovation:
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pentions that the labed on the woine she's s rionking reads, Lan shee please, Lake Erie? Like I hope they got the fisb out" A Caly onia company saysits plan ro begin national magazine
adfertising for its stop-sabking system has been stymied by he maggaines to take its adverrising. Spolesmen for several of the
magarines said the refusals had not been cuused by a fear that Advantageanieluik--Fil haud react neeganively. with the Great American Smokeoun, the American Cancer Socisells Cigarest a stop-smoking system with wassette hapes to help Jerry J Siano, the chairman of N.W. Ayer USA, and Burger
xing have denied that the agency is on the verge of losing be Troubled $\$ 200$ million accoust The fros-food company stated Miami hearquarters But, it said wwe are looking at the option of utitizing anocher In recent weeks. Burger King franchisess have grown increas-
 Metropolitan PLC. Currency Rates




Why, Oh Why, Oh Why-oh Not Love Wine From Ohio? by RANDALL ROTEENBERG

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he quanatitaive data, we did developed in developed in Britain is catching on the U.S.
indepth interviews to understand people's expectations and Poland He learned planning sat Ogivy Osiansski, 37, a native oo
one of the few large Amerine in New Yort,

 Indeed, the in-depth interviews showned that conssumers would
and ot believe the flavor of Ohio wine could compare io French and alifornia wine Humor might be he best way 10 deal with this,
he ad agency decided So it createct asds with people from out-ofsate anging fun of Ohio wine - and appearing foolish in the In one ad, a bubble-brained girl exclaims to her equally vacant



\$210 Million
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The Yugo: Success Story Turns Sour Image Problems Undercut U.S. Sales Despite Low Price By Doron P. Levin


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Faster Growth In U.S. Prices Causes Concern

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JAPAN
will be featured in a special news report, prepared by the editors of the International Herald Tribune. It will appear on Monday Dec. 5. Don't miss this important issue.

## Heraldentice




## LTV Taking \$2.26 Billion Charge for Benefits






[^0] Be sure that your fund is listed in this space daily. Telex Mathew GREENE at $613595 F$ for further information.

Profit Increased 99\% for Victor in Half

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CURRENCY MARKETS

## Dollar Sinks Despite Intervention

## U.S. Investigates Japanese Construction Barriers

## Mulroney Win Lifts the Level Of Currency <br>      from 9920 een on Monday <br>    sap pesived der bopment thit and Iamuary. nomenary. Junamy.

## ASSESS: Economy Rolls Along Despite Market Jitters U.S. Approves Futures

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Oil Markets in Disarray on Iranian Remark








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| BOOKS |  |
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| Theater of Fear and | and otherwise disposed of. <br> The Grand Grignol influence on the cinema |
| By Mel Gordon. Illustrated Paperback. 188 pages. 512.95. Amok Press, P.O. Box 51, Cooper Station New York, New York 10276. | perform tricks thot wen far beyond anyyhing the thester could bope to achieve with its stage blood and daggers |
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| Reviewed by John Gros |  |
| B deods of darduness mayhem and finutistish schemems <br>  until now it has bean hard to find out much more about it than that <br> Acconding to the American theater historian Me Gorrion, no major history of the theater so much as mentions it, alchough it is a form of entertainment that bedd its own in Pars for more than half a century. <br> In "The Grand Griennol" Gordon has made a thorough job of filing the gap. In addition 50 a concise tissory of ue mheare contains sumaries of 100 Grand Guignol plots, the lexts of two phays. photo documentation of three ohers - and 2n essy on "Fear in Literaurre" by the Grand <br>  from Grand Grignol programs, publicity sills and post- |  |
|  | kind of settings: sinister clinios and asylums num by madmen, in particular, although in Grand Grignol |
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|  | In a century in which so many terrible things have happened, Grand Guignol seems both more and less shocking than it once did: utterly silly, yel an adumbra- |
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|  | John Gross is on the saff of The New York Times. |
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| ers <br> The precedents for Grand Guiepol go bact as far as you care wo trace them -to primitive blood rites if you Prifer, certainly to the charrel house tragedies of the | a a heed on npars from more than 2000 hookerncs |
|  |  |
| Gordon sticks to the story of the Thelare du Grand Grignol iself, however, and that of is immediate pre currsors. First came the popular melodramnas of the early |  |
|  |  |
| 19 th century. Then, in 1887 , Andret Antoine founded the Thedtre Libre, which wis formally dedicated to mount- |  |
| Theltre Libre, which was formally dedicated to mounting raturalistic plays in the spinit of Zola |  |
| As in the case of Fiction, however, naturalism often proved another name for sensationalism, and the The atre Libre's staple orile. |  |
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| It was a specialist in such pieces, Oscar Metenier, who in 1897 hired a former chapel and turned it ito the |  |
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| Theatre du Grand Grignol (Guignol is a popular French puppet show, named for its principal charzecter: | HE BONFIRE OF THE VANTITES. by Tom Wolic $12 \mathrm{SS}^{5}$ |
| This was to be a puppet show for grown-ups, with flesh-and-blood puppets.) |  |
| Under Meienier and his successors the new theater |  |
| soon boilt up a faithful clientele and by 1910 it was a |  |
| recoginized tourist attraction 1 lt palmiest days were in the 1920 as, when regular patrons induded members of everal European royal families; it survived Wordd War |  |
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| IL, but by the end of the 1950"s what Gordon calls "a camp quality" had begun to overtake its productions, |  |
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| Unitin its last dearadenon phase people undoubtedly |  |
| ine Grand Griggo in order to be frightened |  |
| There was a fair amount of swooning with rather moremen fainting awy than women (possibly, as Gordon |  |
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| sulgests beazase hine mea wrenti siupposed to cover |  |
| ${ }^{2}$ gement guarded against this by what $t$ and oold showe" formas The plays |  |
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| for plays wonld generally altemate with a pair of |  |
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| French-speaking world, except for a brief period in London in the earty 1920, when Sybil Thomdike - |  |





Celtics Face Life Without Bird




 enough zo wim championships ant
national cups no Wedpesday, the UEFFA Cup
has the ballroom all to itsel. The













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exded up a 5 -3 loser. Bordeaux may
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New Approach in Brooklyn

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## SCOREBOARD

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Brent Jones caughn an 18 -yard pass from Joe Monazna to open
the scoring and the 4ers went on to a $37-21$ NFL victory verr Washingtom. Monday Hight in San Francisoo. The $6-6$ Redskins
fell to fourthin the National Confernce East and areim danger fell to fourth in the National Conferences East and arei in danger
of becoming the ninth straight keague champion to fail to repeat

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TENNIS






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In the runt of European club competitions, born nough the carner for frigge teams not good taly has four competitors blessed with the ad vantage of playing the third round's away leg first. Tr


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## OBSERVER <br> Gripped by the Grippe




The columnist Art Bioctid
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 a rride is bassed on Buchwald"s
"King for a Day." He sold the project in 1983 oo Paramount a les its option laphese "rom not doing
it for the money, said Buchwald

 uhat gy. Anchwald's suit is the
third one alleging tant ine idea fort
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## INTERNATIONAL CLASSIFIED

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